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Vol. 108 No. 9

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CBS becomes takeover target
1985 baseball rights hit $278 million
Television sweep results

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Special Report

1985 baseball rights hit $278 million

Station and network payments up over last year; regional pay cable networks not doing as well as hoped

Major league baseball broadcast and cable rights payments will rise slightly in 1985—by about 3.7%—to $278 million, compared to last year's $268 million. ABC and NBC are both entering the second year of six-year pacts worth a total of $1.2 billion, and this year's payments under those agreements, about $155 million (with ABC paying about $80 million and NBC paying about $75 million), account for more than half (about 55%) of this year's rights total. Local broadcast and cable rights in baseball markets will increase by almost 11% this year, with the total reaching almost $117 million, compared to about $105 million last year. More than half of the 26 teams this year renegotiated part or all of their rights packages (see team capsules, starting on page 48).

But perhaps the major story this year is that many teams around the big leagues have come to the sober realization that the cable medium will not deliver the lucrative revenue stream once hoped for. Cable subscribers and cable system operators are staying away in droves from the regional pay sports services. Two regional sports channels that launched a year ago have already folded—Pittsburgh's Home Sports Entertainment and Milwaukee's Sportsvue. In addition, Sports Time, the St. Louis-based, multi-region sports channel, was compelled to switch to a sort of hybrid pay and basic service (pay within the ADI's of the baseball markets served, with an option

to cable systems outside the ADI's to offer Sports Time as a basic service), due to a lack of subscriber and operator support. And as a result of that conversion, Sports Time will more than likely lose one of the three primary teams it offered last year—the Cincinnati Reds.

The smaller the market, the greater the disillusionment about the viability of all-sports cable channels, although few would argue that at least a couple of the sports channels in the larger markets are thriving and will continue to do so. Sportschannel in New York is the one most refer to when asked to name a successful pay sports service. And the reason seems to be that it has access to a multiplicity of professional sports teams that can provide programing year round, and thus sustain viewer interest.

But in the smaller markets, contended the Reds director of broadcasting, Jim Winters, where there are only one or two professional sports teams to provide programing, subscriber interest in a pay sports channel is low to begin with, and the problem is further exacerbated by high churn rates, which in turn discourage the system operators. "I don't think there is any question that baseball and cable systems are disillusioned" with regional sports channels, Winters said last week. "We've both had to recognize the fact that projections for [regional sports channels] have fallen far below expectations." Baseball executives in the larger markets also say that's true, but note their teams still have faith in cable for the long term. "Ten years ago everyone thought cable would be a goldmine that would grow by leaps and bounds," said Mike Ryan, manager of broadcasting for the New York Mets. "That hasn't happened." He was quick to add, however, that Sportschannel's growth over the last several years has been "slow but steady" and that the channel's success is largely attributable to the many professional sports teams in the market to tap for programing, including two baseball teams, three hockey teams, two basketball teams and a soccer team. "Sportschannel is different in that regard," said Ryan, adding, "I think that is one of the key reasons they have been successful." By contrast, in the Cincinnati market, the Reds are the only professional team a sports channel can use. (Pro football's Bengals, in the same market, are guided by the National Football League contract with the three broadcast networks, which precludes cable coverage for at least the next two years.) While there is some available college product in the market, noted Winters, "the University of Cincinnati and Xavier won't have people knocking down the doors," to sign up for a pay-sports service.

Winters said that part of Sports Time's problem is that subscribers who have signed on, have done so only at the expense of another pay service. "The majority of the people won't just add on a sports channel to their cable package," he said. "They want to cancel this or that" pay service to make room for pay sports. "That's the detriment of regional pay [sports]. You're just taking dollars out of one pocket and putting them into another."

And the solution that Sports Time has come up with will probably cost it the Reds baseball package, which last year consisted of 38 home and away games. (Last year the service also carried 52 games of the Kansas City Royals and St. Louis Cardinals, as well as 25 games of the Chicago White Sox and Cleveland Indians. For the 1985 season, the service has so far only sealed renewals with the Royals and Cardinals.) That solution, designed to persuade more operators to make room for the service on their systems, is to offer cable systems outside the Kansas City, St. Louis and Cincinnati markets the option of carrying it as a basic service. But team representatives almost unanimously expressed their concern that a regional basic service—like superstation game coverage—would keep more viewers at home, away from the gate. The problem is acute for a smaller-market team like Cincinnati, Winters explains, which

Solving the superstation problem

When Peter Ueberroth stepped in as commissioner of Major League Baseball last fall, high on his agenda was putting an end to the internecine bickering between the majority of teams that are not carried on cable superstations and the minority that are.

After several months of negotiations with the five superstation teams, Ueberroth has made large strides in resolving the problem. Three of them—the New York Yankees, the Atlanta Braves and the Texas Rangers—have agreed to compensate the other teams for Yankees, Braves and Rangers games that are brought into their markets. And the commissioner's office is optimistic it can work out similar arrangements with the other two teams—the New York Mets and the Chicago Cubs—by the start of the season next month.

The so-called superstation problem comes down to a turf fight. The 21 nonsuperstation teams have long objected to the importation of hundreds of televised games of other teams into their markets by superstations. They contend the flood of games depresses attendance and local broadcasting revenues. And some teams also claim it hurts regional pay cable services which they have been counting on as important new sources of revenue.

Some teams have a different kind of gripe. They say they should share in the added revenue that they believe the owners of the superstation teams receive as a result of the national exposure just as they do the revenue from the network television deals.

To pacify the complaining teams, the Braves, Yankees and Rangers have agreed to make annual payments to MLB's central fund, based on the number of cable homes their games reach via superstations outside their markets. Once collected, the money from the superstations teams will be divvied up among all 26 teams.

Ted Turner's Atlanta Braves, the most pervasive of the superstation teams, was baseball's biggest problem. Most of their games on superstation WTBS(TV) Atlanta, also owned by Turner, are distributed nationally by Southern Satellite Systems to some 32.3 million cable homes outside the Braves market. Turner has aggressively promoted the station and the games nationally for years, while resisting attempts by MLB to limit the number of games carried by the superstation.

Apparently tired of battling baseball's front office, Turner agreed in January to pay the central fund around $30 million over the next five years, starting with a $5.4-million payment in 1985. For its part, MLB has agreed to quit trying to force the Braves off the superstation through various legislative and legal efforts.

Not much has been made public about the Yankees' and the Rangers' deals, but, because of their small national cable audiences, neither will generate anywhere near as much revenue for the league as the Braves. The Yankees on superstation WPIX(TV) New York are distributed nationally by United Video and regionally by Eastern Microwave to some two million cable homes, but how many of those homes are outside the Yankees market and should be included in calculating payments is uncertain. The Rangers on superstation KTVT(TV) Fort Worth are distributed nationally by United Video to around 191,000 cable homes, but, according to United Video, only a relative handful—subscribers to a cable system in Montana and SMATV system in upstate New York—are outside the Rangers' five-state market.

The Cubs and the Mets have been the holdouts. The Cubs are distributed by United Video on superstation WGN-TV Chicago to 14.9 million homes outside the Cubs' market. Although the Cubs and the station are owned by Tribune Broadcasting, Tribune feels it should not have to pay on the same basis as Ted Turner. Unlike Turner, Tribune contends, it doesn't promote WGN-TV nationally or sell any of its advertising time based on the national audience and thus does not benefit from the Cubs' national exposure. The Mets are distributed by Eastern Microwave on WOR-TV New York.

Even if all the superstation teams agree to the compensation plan and begin making regular payments to the league's central fund for all to share, not all the teams will be satisfied. For some, the only solution to the problem is a total ban of the importation of games from other market.

draws a large crowd from cities as far away as Columbus and Dayton in Ohio; Indianapolis; Louisville and Lexington, both Kentucky; Charleston and Huntington, both West Virginia, and Knoxville, Tenn. Putting Reds baseball on a basic service in those markets, said Winters, would have a "devastating affect on our attendance." He said it was "doubtful" there would be Reds baseball on Sports Time this year.

A spokesman for Sports Time said the renewed deal with the Cardinals, owned by Anheuser-Busch, which has a one-third interest in Sports Time along with Tele-Communications Inc. and Multimedia Inc., calls for carriage of 50 home games and 10 away games. The new Royals package consists of 26 home and 26 away games. The spokesman said talks are continuing in the attempt to keep the Reds in the fold, and that only after the situation with that team is settled will it try to iron out agreements with the White Sox and Indians. Since converting to a pay-basic hybrid last Oct. 1, the service has signed on 130 basic affiliates with a basic subscriber universe of about one million. Pay subscribers have declined, however, from a high of about 45,000 last summer to about 37,000 currently.

Insufficient subscriber penetration was cited by executives at Sportsvue, the regional pay sports network owned by the Milwaukee Brewers and Bucks (basketball) which closed up shop early last month. Bill Haig, vice president, broadcast operations for the Brewers, cited sports program saturation on basic cable and the resulting reluctance of subscribers to pay for additional sports fare as perhaps the biggest obstacle to the success of pay sports channels in many markets. When subscribers are reluctant to buy a pay service, Haig noted, operators are reluctant to make room for it on their systems, a problem he said confronted Sportsvue. In addition to ESPN and USA Network, there are the superstations, which he describes as compounding the problem. Despite the failure of Sportsvue, Haig still sees cable as "extremely important. You need it as a revenue stream." He said the team is exploring other cable options for the coming season and hopes to have a deal in place by opening day.

Pittsburgh's HSE also went down in less than one year, but the Pirates' Jack Schrom expects to explore other options after the team, which has been put on the block by current owners Warner Communications and the Galbraith family, has been sold. He said it is unlikely the team would put its own venture together, believing that perhaps it's "best left to the people who best know how to do it." It's possible, he said, the team may approach TCI, which owns the Pittsburgh cable system, about producing some Pirates games for cable.

Other teams have the same attitude, some after trying to go it alone or with other sports teams in their market as the Chicago White Sox did four years ago in a venture called Sportsvision. In 1983, however, the service was sold to Sportschannel. "Diminishing expectations" is how the White Sox's Laureen Fadil characterized the team's view of cable now. "The picture is not rosy," she said. "We're sitting back to see what happens. Nobody is making any money."

League officials aren't writing off cable yet. "I don't think baseball is disenchanted with cable," said Bryan Burns, director of broadcasting for Major League Baseball. "I think the consumer is telling us something. They sure aren't buying as we had hoped. I think they are telling us there is too much baseball out there. Perhaps it is another chapter of the superstation problem. What we are hearing is that there is no incentive for the consumer to spend $8 or $10 a month when he already has maybe 400 games coming down a basic service." But, added Burns, "this is bigger than baseball. And we're not laying the entire rap on the superstations. The consumer is taking a lot harder look at what he'll do in the multipay environment."

Meanwhile, the league has renewed for a second year a pay television pool agreement which gives each team the right to pick up and distribute in its market a limited number of games played by other teams. Once the limit is reached, the importing team would have to pay a fee of between one cent and three cents per pay TV subscriber in its market. Profits, after costs of administering the pool are subtracted, will be djstributed equally among the teams.

The league has also sent to every television station in the country a newly drawn up "royalty free license" which outlines the rights of stations to use footage free of charge from games for newscasts and weekend sports shows. The license allows for the use of up to five minutes of footage in any one continuous hour of programing up to 36 hours after the game is over (to accommodate weekend sports highlight shows produced locally). A maximum of two minutes for any one game may be shown. The license is designed to spell out stations' rights to game footage that the league has granted verbally for years. It's also designed to protect the value of Major League Baseball's own weekly wrap-up show called *This Week in Baseball*. The license does not apply to news and sports services that charge affiliate fees, such as NBC's A News or Newsfeed. The league believes that it should have a cut of revenues they generate from programing that includes highlights, and negotiations are ongoing to determine the fee structure that will be imposed on such operations. The league's own highlight service, Baseball News Satellite, which

Bringing 'em back by satellite

IDB Communications, Los Angeles, is planning to launch the "Sports Satellite Interconnect," a new satellite delivery system designed to transmit radio broadcasts of away sporting events back to the home city ("Riding Gain," Feb. 18). Its initial use will be to "backhaul" transmissions of Major League Baseball games during the 1985 season.

The company is installing transmit/receive dishes in the 22 professional baseball cities. In the majority of cases, the dishes will be installed at the originating station.

Cost for the new IDB system, which is scheduled to be fully operational by April 1, runs slightly higher for National League games because the company is also providing the visitors' radio announcing booth with two business phones along with a "dry pair" of phone lines to the dugout for interviews and the Sportsticker wire service. All those services are provided in the American League by the home teams. Backhauling for the National League team rights holder will run $500 per game for all 81 away contests. The American League cost is $465 per game. All transmissions will be sent via Westar III, transponder 2.

IDB Communications President Jeff Sudikoff reports that 18 of the 26 Major League Baseball team rights holders have signed up for the satellite delivery system.

Baseball's back on network radio

For the first time in nearly 30 years, Major League Baseball is returning to the network radio airwaves on a weekly basis. The CBS Radio Network's new $32-million, five-year deal, which goes into effect this season, contains a game-of-the-week package calling for two games (one day and one night) to be aired nationally on Saturdays during the regular season ("Riding Gain," Nov. 19, 1984). The 1985 broadcast schedule will extend over 20 weeks beginning May 25. The network may also carry some crucial weekday contests toward the end of the season, said Dick Breecia, senior vice president, CBS Radio Networks. The game of the week is part of CBS' overall baseball package that includes the annual All-Star game, league championship contests and the World Series.

"It's amazing how quickly our advertisers have accepted the game of the week," said Steve Youlios, director of sales, CBS Radio Networks. "We have attracted some new advertisers to CBS Radio sports as well as some youth-oriented summer advertisers," he said.

Besides the entire CBS Radio baseball package, Youlios said advertisers can choose just the summer package (game of the week and All-Star game) or the fall series (league championships and World Series). Among the major advertisers who purchased the whole schedule are: Big A Auto Parts Stores, Anheuser-Busch, Honda and Safeco Insurance. Advertisers for the summer package include Jaymar-Ruby's Sansabelt stretch pants, which, says Youlios, bought the 80-second spot in the "seventh inning stretch."

will debut this season, has, according to Burns, already cleared more than 100 stations covering 73% of the country.

On the network side, both ABC and NBC had good ratings news for regular season coverage last year. ABC's *Monday Night Baseball* was up about 3% in 1984, with an average 10.6/19, recovering from a 12% drop in 1983. NBC's Saturday *Game of the Week* averaged a 6.4/21, up about 10% from 1983, when *Game of the Week* suffered an 8% ratings drop. World Series viewing was off about 3.5% last year when NBC averaged a 22.6/40. ABC's playoff coverage averaged a 16.1/32, up about 11% from the year before.

NBC will carry 26 Saturday afternoon telecasts this season, including four doubleheaders, beginning April 13. A 30-second spot for regular season telecasts will cost about $40,000, compared to $35,00 last season. NBC has the All-Star Game this year (July 15) and 30's in that contest will cost about $250,000. Two years ago NBC also had the game and charged $180,000 per 30. NBC will also broadcast the American and National League playoffs this year. Games in prime time will go for about $150,000 per 30, compared to the $130,000 ABC charged last year. No information was available on prices for weekday or weekend playoff games. The pace of sales is dramatically slower this year for NBC—at least the network is getting off to a much slower start. A network spokesman said last week it was "just starting to sell now." A year ago, NBC had completely sold the second quarter and was 75% sold for the third.

ABC will carry eight *Monday Night Baseball* games from June 3 to July 29 (with the exception of July 15). It will also carry a total of three late season games in September and October, as well as the World Series, which begins Oct. 15. At press time ABC had not released spot rates, but it's believed that a World Series spot will be in the $290,000-range. *Monday Night* 30's are expected to sell in the $80,000 range. It was unclear last week whether ABC was also off to a slow start. Sales executives could not be reached for comment at deadline.

A team by team breakdown follows:

American League East

Baltimore Orioles

Former Oriole pitching star Jim Palmer will do color commentary for Home Team Sports, a regional pay cable network owned by Group W Satellite Communications. According to HTS Communications manager, Michael Ortman, Palmer will be available for about 30 of the 82 regular season games the network will carry, juggling his schedule to cover games for ABC Sports as well. The regular announcers for all Orioles cablecasts will be Mel Proctor doing play-by-play and former Brooklyn Dodgers pitcher Rex Barney as color commentator. Joining them on an "as available basis" for the pregame interview show will be Mutual Broadcasting's late-night radio talk show host Larry King. HTS is in the second year of a long-term contract running into the 1990's. The network is seen by 150,000 subscribing homes on 27 systems.

All 162 Oriole games as well as 11 preseason and any post-season play will be heard on WFBR(AM) Baltimore, in the third year of a four-year contract. As of last week, a network of 60 stations ranging from southern Pennsylvania to North Carolina had signed to broadcast WFBR's Oriole games. However, more are expected, according to Harry Shriver, WFBR's general manager, because of plans to distribute the games to affiliates by satellite.

Sponsors this season include Miller Brewing, Chevrolet, Goodyear Tire, Amoco, Jiffy Lube and Western Auto stores. Returning as announcers will be Jon Miller and Tom Marr with HTS's Barney hosting the pregame show. The call-in program, *Stars the Fans*, a weekend feature last year, will be presented after every game this season and will run until midnight following night games.

Television coverage on WWAR-TV will be cut to 3 45 games this season as the station enters the first year of a three-year contract. Announcers will be Chuck Thompson and former Oriole Hall of Fame third baseman, Brooks Robinson, with commentary. Top advertisers will be Anheuser-Busch, local Datsun dealers, Roy Rogers restaurants, Equitable Bank and the Mid-Atlantic Milk Marketing Association.

Boston Red Sox

The Boston Red Sox will be seen and heard all over this year. WPLM-AM-FM Boston will continue broadcasting the games and the stations have already signed a new rights agreement to replace the three-year agreement expiring after this year. Carried in roughly 75 markets, radio affiliates will be offered 20 pre-season games and all 162 regular season games. For the third year the games will be available to Red Sox fans transplanted in Florida by WSIR(AM) Winter Haven and WIOD(AM) Miami. And for the second year, those overseas will be able to pick up approximately one game a week on Armed Forces radio. Sponsors of the radio broadcasts include Anheuser-Busch and People Express.

For those who didn't see the first showing of a game on the New England Sports Network (NESN), and then missed its repeat showing, there is now a chance it may be shown a third time, according to John Claiborne, vice president and general manager of the 30,000 subscriber pay-cable channel. Claiborne said that some of the five exhibition and 86 regular season games—last year it carried three and 87, respectively—may be shown the next morning for those whose jobs and schedules do not permit them to catch the first airing. NESN has a basic subscriber universe of 750,000, but is kept out of Boston where MSO Cablevision has an interest in rival, SportsChannel.

WSBK-TV will broadcast 73 regular season and three exhibition games, up from 70 last year. Assistant general manager, Stu Tauber, said that all sponsor arrangements have not yet been completed but two on board are Kendal Oil and Wolverine shoes. One additional station has joined last year's group of four affiliates, WLNE(TV) New Bedford, Mass. (Providence, R.I.). Rather than a fixed rights payment, WSBK-TV, whose parent, Storer Broadcasting, is also a partner in NESN, is paying the team according to how the telecast performs.

Cleveland Indians

On the last year of its current rights contract, WWWE(AM) will carry all Indians regular season games and 13 preseason contests with announcers Herb Score and Steve LaMar. Major sponsors will be Anheuser-Busch, Chevrolet and Stihl chain saws. New to this year's broadcasts will be a sports magazine pregame show before each game. The show will incorporate manager and player interviews, which were in separate features last season, with sports news features in a 20-minute pregame package. The host for the show has not yet been announced.

Thirty stations are now included in WWWE's Indians network. A new affiliate is WCOL(AM) Columbus, Ohio, which will add a potential two million listeners over last year. WUAB(TV) Cleveland, on the last year of a three-year contract, will televise 50 road games. Handling play-by-play will be Joe Tait. Tait will be joined by a color commentator to be selected later. The largest sponsor is Anheuser-Busch. No plans have been made to carry Indians baseball on a regional pay sports network. Cable rights are held by the company which also owns the Cleveland Cavaliers basketball team and the Richfield (Ohio) Coliseum.

Detroit Tigers

The Detroit Tigers have had the highest television rating of any baseball franchise, according to Eileen Wunderlich, a spokeperson for WDIV(TV) there which will broadcast five exhibition and 45 regular season games this year. She said that the team's championship season last year did not hurt either and that according to Arbitron the full-season rating/share was 25/45 while A.C. Nielsen reported a 27/50.

Because of increased advertiser demand the station has increased the time sold in advance from 80% to 85%. All of those spots were sold by January. Sponsors of the game include Domino's Pizza (whose owner also owns the Tigers), Chevrolet, Miller beer, McDonald's, First of America Bank, J.C. Penney, Kentucky Fried Chicken, Snapper lawnmowers, True Value Hardware, Red Lobster and Hygrade hot dogs.

Interest in the Tigers is also shown on the radio side, according to Ron Pancratz, vice president and general manager of WJR(AM), which will present 16 exhibition and 162 regular season games. He said the number of stations carrying the Tigers would increase from 39 to 45 stations because of satellite transmission: "Some of our network stations are even going to carry exhibition games,

which they have never done before."

All but one of the advertisers returned from last year and with four more joining, there will be 30 different advertisers for the games' radio broadcasts, including Anheuser-Busch, Chevrolet, Marathon Oil, Bank of Commerce and Little Caesar's Pizza.

Pro Am Sports Systems (PASS), in the second year of a seven-year contract with the Tigers, will carry seven spring training games and 80 regular season games this year, according to William J. Wischman, executive vice president and general manager. The pay TV network had not started up in time for the exhibition games last year, he said. About 30,000 subscribers are served on 60 cable systems and WHHT(TV) Ann Arbor, Mich., an STV outlet. Although 90% of PASS revenue comes from subscriber fees, the games still have some advertising, including Ford, Stroh's, Highland Appliance and the *Detroit Free Press*.

Milwaukee Brewers

Before the season begins, the Milwaukee Brewers will likely have arranged a cable package to help replace the recently departed pay cable operation, Sportsvue (BROADCASTING, Feb. 11) which carried 67 of the team's games last season. Helping to fill in for the defunct outlet, in which the Brewers were a partner, is WVTV(TV), which has added 16 more regular season games to the 30 regular season and eight exhibition games the station televised last year. Michael Schuch, vice president and general manager of the station, said that five other stations will carry the games, whose sponsors include Miller beer, True Value Hardware stores and Toyota.

Bill Haig, vice president, broadcast operations for the Brewers, said the team was working out arrangements for cable carriage, but that it was premature to talk about details, except to say that arrangements would be made in time for this season. The team also retains radio rights to the 18 exhibition and 162 regular season games that will be carried in 50 markets. Haig said radio sponsors this year include Pabst Brewing, Chevrolet, Pepsi-Cola, Farmers Insurance, Barrel of Fun products, Wisconsin Milk Marketing Board and McDonald's. Another sponsor is Brewers Pizza, which the team helps market.

New York Yankees

WPIX(TV) New York enters its 35th year of airing Yankees baseball with a newly-negotiated, three-year deal that calls for the airing of 100 games in the 1985 and 1986 seasons and an option to carry 100 contests in 1987. Breaking it down for the 1985 season, WPIX will carry four pre-season contests and 96 regular season games, the same as a year ago. Major sponsors this year include: Budweiser (the official beer sponsor), Toyota, Dodge and Citibank.

Also, there will be a new addition to the television broadcast announcing team this year: WABC(AM) sportscaster Spencer Ross will be joining Phil Rizzuto and Bill White while Yankees announcer Frank Messer, who worked both television and radio in previous years, will be heard just on the radio side with John Gordon.

For radio, talk-formatted WABC will be starting the fifth year of a six-year pact as the Yankees' originating station. The club retains the broadcast rights with Hackensack, N.J.-based Adler Communications handling game sales. What WABC sells is 18 to 20 pre- and-post game sales packages. Major sponsors in this category are: People Express, Ozark Airlines, the New York State Lottery, Shell Auto Care, Sentry Hardware and Nynex. WABC will be airing 19 pre-season games—one less than last year—along with the entire regular season schedule, said Jim Haviland, station vice president and general manager. The station will serve as the originating outlet for a 60-station network.

Looking at cable, SportsChannel will be entering the fourth year of a 15-year Yankees agreement. As in 1984, the cable channel will show 40 games, both home and away. SportsChannel is carried on 45 systems in the New York metropolitan area, while SportsChannel of New England carries the games in parts of Connecticut and upstate

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New York. Among the cable sponsors are: Anheuser-Busch, Toyota, Goodyear, TWA and Bank of New York. According to a company spokesman, system operators pay SportsChannel $4.50 per subscriber, per month. Subscribers pay an average of $60 per month.

Toronto Blue Jays

Telemedia Broadcast Systems (formerly Telemedia Broadcast Services) holds the radio rights to the Blue Jay games. The originating radio station for the 45-station network is CJCL(AM) Toronto, which just renewed a five-year contract. According to Len Bramson, TBS president, the radio network has nearly doubled in size over the past year because Blue Jay games will now be carried on affiliates coast-to-coast (last year the network was confined to the province of Ontario). Radio network sponsors include General Motors, Coca-Cola, Panasonic, McDonald's, Speedy Muffler, Labatts and Rawlings.

Television broadcast rights for the Blue Jays—which are 45% owned by Labatts brewery—are held by the CTV-TV network. CTV-TV will broadcast one pre-season game and 35 regular season games, while 10 pre-season games and 40 regular season games will be seen on The Sports Network, an all-sports pay cable service. TSN, which is also owned by Labatts, was launched Sept. 1, 1984. It has 550,000 subscribers, and by baseball season is predicted to have between 700,000 and 750,000. CFTO-TV Toronto will be the originating station for the broadcast network, which will carry games primarily on Wednesday nights and Sunday afternoons.

American League West

California Angels

KTLA(TV) is in the second year of a three-year contract with the Angels, negotiated following the sale of the Los Angeles independent in 1983 by team owner Gene Autry and The Signal Companies. The former actor still owns KMPC(AM) Los Angeles, however, which continues to originate radio coverage, along with this month's "Freeway Series" pitting the team against its hometown rival, the Los Angeles Dodgers. KLVE(FM) Los Angeles continues Spanish-language coverage, but is no longer feeding a regional network.

All 13 Sunday home games will be available on SelecTV, a subscription television service carried by KWHY-TV Los Angeles, with the Angels holding the rights. The pay TV coverage was previously carried by ON TV over KBSC-TV Corona, which recently sold its subscriber base to SelecTV.

According to a KTLA spokeswoman, the station will telecast 38 regular season and two pre-season games. All except two May games will be on the road. Play-by-play commentary is by Bob Starr and Joe Torre. A "Glove Day" giveaway is being developed by the station in cooperation with Security Pacific National Bank in May, and overall promotion will be stepped up to commemorate the 25th anniversary of the Anaheim-based club. A joint KTLA-KMPC pre-season kick-off party was held for local media and dignitaries in mid-February.

Major advertisers signed by KTLA thus far include Anheuser-Busch, National Lumber, Toyota and Mark C. Bloome Auto.

Chicago White Sox

WMAQ(AM) Chicago is in the fourth year of a five-year pact and so is television rights holder WFLD-TV there. The radio station will carry all of the White Sox games and WFLD-TV will carry 53 regular season and two pre-season games. The team sold its pay sports service, Sportsvision Cable, to Sportschannel, the Long Island, N.Y.-based regional sports operator now owned jointly by Cablevision, the Washington Post Corp. and CBS. Sportsvision Cable will carry 100 games, 80 of which will also be offered by the Chicago ON TV subscription television outlet, WSNS(TV), ch. 44. Sportsvision's paid subscriber count has risen to about 100,000 since the acquistion by Sportschannel in 1983, when it had about 30,000 subscribers. ON TV subscribers now total 70,000, down from about 100,000 a year ago.

Kansas City Royals

WDAF-TV Kansas City, Mo., which just signed a new three-year contract with the Royals, is the originating station for a network of 17 stations. Two pre-season games will be telecast in addition to the regular season schedule. Miller Beer is the only major sponsor signed up at this time.

A radio network of 113 stations will be led by WIBW(AM) there, which will begin carrying pre-season games on March 10. Sponsors include Anheuser-Busch, Midwest Ford Dealers, Texaco, Farmer's Insurance, Crown Center Development Corp. and John Deere consumer products dealers. WIBW also purchased its own satellite up-link facility this year to deliver the games.

Minnesota Twins

Broadcast television rights for the Minnesota Twins are held by United Television's KMSP-TV Minneapolis-St. Paul, which just renewed a four-year contract and this year will carry three pre-season games and 68 regular season games. This is the first year KMSP-TV is the rights holder rather than having it assigned to them by WCCO-TV. According to Stuart Swartz, KMSP-TV vice president and general manager, Miller Beer signed up for a four-year sponsorship, and other advertisers this season will include Midwest Federal Savings and Loan, Kennedy Transmission and Minnesota Datsun Dealers.

WCCO(AM) holds the radio rights and will be feeding a network of 40 stations, reported Clayton Kaufman, WCCO general manager, up from 26 stations last year. According to Kaufman, there has been a growing interest in Twins games since the team was purchased by Minneapolis banker Carl Pohlad last year. The new owner's agressive promotion, Kaufman said, is reflecting itself in a variety of ways. Not only are exhibition games up from six last year to a dozen, but advertising sales on the radio network are running 30% ahead of a year ago, he reported. Sponsors include Midwest Federal Savings and Loan, Farmer's Insurance, Amoco and True Value Hardware Stores. Another effect, noted Kaufman, are rights payments: radio is 50% higher than last season.

Pay TV rights are held by Spectrum, an STV service over KTMA-TV Minneapolis, which will broadcast about 50 home games.

Oakland A's

The Oakland A's are beginning the first year of a new three-year television contract with KPIX(TV) San Francisco, the Group W-owned CBS affiliate. The station held rights to the A's games from 1974 to 1981, when KBHK-TV San Francisco won a three-year franchise.

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local sports programing," said Arthur H. Kern, vice president and general manager of KPIX, which also televises the San Francisco '49ers pre-season and regular season games as well as the annual Bay-to-Breakers footrace.

The 36 home and away games will feature play-by-play announcers Bill King and Lon Simmons, with KPIX Sports Director Wayne Walker offering color commentary at home games. The schedule will include both prime time and weekend game telecasts.

According to a team spokesman, the A's new three-year radio contract with KSFO(AM) San Francisco calls for joint merchandising, sales and promotion, including a network-wide bumper sticker promotion involving American Airlines.

Television and radio sponsors signed to date include Anheuser-Busch, RCA, Safeway Stores, Chevrolet and the Farmers Insurance Group.

The team has no involvement in pay television.

Seattle Mariners

KSTW(TV)Tacoma, Wash., is once again telecasting 50 games, two at home. Coverage will be fed to four other markets in the Pacific Northwest. Bruce Lumpkin, general sales manager, estimated that 50% of the advertising has been sold and the total would reach 70% by opening day. Among the sponsors already signed, he said, are Anheuser-Busch, True Value Hardware, Canada Dry, Prime TV Rentals and Seattle Lighting. KIRO(AM) Seattle takes on the broadcasting assignment this year under a five-year contract. KIRO will broadcast 182 games, of which 20 will be exhibition contests. Among the major sponsors cited by Joe Abel, vice president and general manager, are Budweiser, Chevron, Puget Sound Power & Light and General Telephone & Electronics.

Texas Rangers

Gaylord Broadcasting's KTVT(TV) Fort Worth is entering the first year of a five-year deal as broadcast rights holder with an option for an additional five years. The rights pact is part of an overall purchase agreement whereby Gaylord acquired 35% ownership of the ballclub. (Eddie Chiles owns the remaining shares).

KTVT plans to air a minimum of 50 away games, said Charlie Edwards, station vice president and general manager. A portion of the station's schedule will be picked up by a five-state regional network of 12 stations. Major sponsors include Anheuser-Busch and True Value Hardware Stores. Last year KXAS-TV Fort Worth was the originating station airing 30 games.

On radio, WBAP(AM) will be entering the first year of a new four-year rights agreement and will serve as the orginating station for a network of 10 to 12 stations. Among the sponsors are: Budweiser, True Value, Coca-Cola, and Dr Pepper. (The Texas Rangers retained both radio and television broadcast rights in 1984).

Home Sports Entertainment, a division of the Houston Sports Association, holds the pay-cable rights. The cable network will air 57 home games this year compared to more than 100 contests in 1984. The games will be carried on nearly 75 systems in a five-state area with a subscriber universe of approximately 112,000. The cost to the system operator varies according to the number of subscribers, location and type of package offered. Major advertisers include Anheuser-Busch and Toyota.

National League East

Chicago Cubs

WGN(AM) Chicago will broadcast all 162 regular season and 15 exhibition games this season. A network of 46 radio stations has been put together. A spokesman says sales have been "brisk," and cited such advertisers as Heileman Brewing, True Value Hardware, Talman Home Federal Savings & Loan, Chevrolet and Marathon Oil. On television, WGN-TV will telecast 150 regular season and four exhibition contests. A Cub network of 15 TV stations has been arranged. A sales executive reports business is "excellent" and

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he points to the club's winning season in 1984 as the reason. He adds that the advertising schedule is about 90% sold and listed these advertisers: Budweiser, True Value Hardware, Pepsi-Cola, United Airlines and Toyota.

Montreal Expos

Canadian brewer Carling O'Keefe will be entering its fifth year of a six-year pact with the Montreal Expos as television broadcast rights holder. (The company is also the exclusive beer advertiser for Expos baseball). Each year the company sells back the TV rights for a certain number of games (the amount has not yet been determined) to CBC-TV, which will carry the contests over both an English and French network. For the 1985 season, 43 stations will be on the English network and 12 outlets will make up the French network.

On the radio side, CFCF(AM) Montreal holds the English broadcast rights. The station plans to broadcast the regular season games as well as 10 pre-season contests—the same as in 1984—to a regional network of 35 stations, all located outside of Quebec province. Among the major sponsors are General Motors and Coca-Cola.

Telemedia Communications, Montreal, holds the French radio rights and will transmit this year's games (10 pre-season and all regular season games) to a network of 42 stations through company-owned CKAC(AM) there. Major advertisers include McDonald's and the Steinberg supermarket chain. Both CFCF(AM) and Telemedia are entering the last year of five-year broadcast agreements.

New York Mets

WOR-TV begins its 23d year as the originator of New York Mets baseball broadcasts, a rights partnership it has had with the club since its inception in 1962. The station, which sells the air time, is entering the fourth year of a five-year agreement. Plans call for WOR-TV to carry the same number of games as last year—three pre-season and 87 during the regular season. Major sponsors include: Budweiser, Datsun, Manufacturers Hanover Trust, and the local Oldsmobile dealers. WOR-TV vice president and general manager, Peter Leon, reports sales up about 25% over a year ago. Leon also says the station will air a one-hour special, ***Mets '85: The Boys Are Back In Town***. The broadcast is scheduled for the evening of April 8.

WHN(AM) is in the last year of a three-year Mets contract. (As of last January, both the station and the team are commonly-owned by Doubleday). The station will transmit 13 pre-season games along with the entire regular season to a regional network of 17 to 20 stations. Among this year's advertisers are: Anheuser-Busch, Chrysler-Plymouth and Tobin Meats. New to the radio announcing booth is Gary Thorne, who will work with veteran Mets broadcaster Bob Murphy.

Sixty home and away games will be carried on the SportsChannel regional pay cable service, which is entering the fourth year of a 30-year deal. Sponsors include: Anheuser-Busch, Toyota, Goodyear, TWA, Manufacturer Hanover Trust and the local Buick dealers. The number of systems and fees are the same as those for the New York Yankees (see separate capsule).

Philadelphia Phillies

The Phillies broadcast originators, WCAU(AM) Philadelphia and WTAF-TV there, are both in the early years of 11-year contracts. WCAU will carry the full season of regular games and some spring training games while WTAF-TV will carry about 85 contests, primarily road games. Prism, the regional pay movie and sports channel, is entering the final year of a five-year pact with the team and is scheduled to carry 31 exclusive home games this year. Prism has carried Phillies ballgames since 1976 and expects to renew its rights agreement.

Pittsburgh Pirates

KDKA-AM-TV, which have been carrying Pirates games since 1955, are both entering the first year of two-year renewals, with an optional third year. The radio station will carry all 162 regular season games and 15 exhibition games. The television station will carry 37 away and three home game this season. It has cut back from 48 games several years ago out of concern that it was preempting too much network (CBS) programing, but station executives expect to maintain coverage at the 40-game level for the duration of the contract. Home Sports Entertainment, the regional pay-sports service which carried 76 games last year, has folded. The Pirates don't expect to have an alternative cable arrangement in place by the start of this season.

St. Louis Cardinals

KSDK(TV) St. Louis holds rights to 50 games and plans to telecast between 44 and 50, as against 40 last year. There will be a regional TV network of 14 to 17 stations. Bill Bolster, vice president and general manager, estimates that about 65% of the schedule has been sold to advertisers, including Anheuser-Busch, Toyota and Parker Distribution (lawn equipment). On radio, CBS's KMOX(AM) St. Louis will provide coverage of all 162 regular season games and several exhibition games. The coverage will be fed to a regional network of more than 115 stations in 10 states. According to Robert Hyland, regional vice president, CBS, sales are progressing well. Among the radio advertisers this year are Anheuser-Busch, Chevrolet, Safeco, Trans World Airlines, Sears, Roebuck & Co., Eastman Kodak and Carrier Corp.

National League West

Atlanta Braves

Braves radio coverage returns to WSB(AM) Atlanta this year after a year's hiatus with WCNN(AM) there. According to Wayne Long, director of Braves Radio, the decision to return to WSB was made by Ted Turner, president of Turner Broadcasting System, which owns the Braves. The Braves organization retains its radio rights, and Turner "felt that, in respects of the coverage—primarily at night—we'd be better off with the higher-powered signal," explains Long. WSB will broadcast 162 regular season and five preseason games over more than 100 affiliates. Skip Caray, Pete Van Weiren, John Sterling and Ernie Johnson continue as announcers. Sponsors include Chevrolet, Anheuser-Busch, Coca-Cola, Delta and Fina Oil.

TBS also holds the television rights to Braves games, and will telecast seven preseason and 143 regular season games over its superstation WTBS(TV) Atlanta. WTBS is now carried by 8,534 cable systems, compared to 5,968 a year ago, and reaches 33.1 million homes. As it has done for the past two years, the superstation has produced a documentary about baseball. This year's offering, ***Baseball Behind the Seams***, will air Wednesday, March 27, at 8:05-10:05 p.m. Radio announcers Caray, Van Weiren, Sterling and Johnson will also do television commentary. Names of Braves television sponsors have not yet been released, but Michael Oglesby, director of public relations for WTBS, says they will include standard automobile and beer advertisers, and stresses, "There are always healthy sales. The Braves have been a good draw."

Cincinnati Reds

Reds baseball will again appear on WLWT(TV) Cincinnati under a new rights contract, renewed through 1987. The station will broadcast 43 games to a network of seven affiliates, with Ken Wilson as play-by-play announcer and former Reds second baseman Joe Morgan providing color commentary for the first time. The games will be offered to stations on a 50-50 barter basis this year, with Budweiser and Toyota already committed. WLWT has rights to special promotions in the event that player/manager Pete Rose breaks Ty Cobb's record of 4,191 career hits. With both Morgan and Rose back in Cincinnati, the station is touting 1985 as the return of the 1970's Big Red Machine.

A new pregame show, ***The Rose Report***, will be featured on WLW(AM), originator of Reds radio broadcasts, and its 86 affiliates. The program, hosted by Pete Rose, will begin March 10, and will air in the 25 minutes immediately prior to each game. The Reds will retain the rights to the 162 regular season, 27 preseason and three exhibition games the station will broadcast. Marty Brennaman and

Continues on page 62.

AMERICAN LEAGUE EAST

Team	1985 rights	1984 rights	TV originator and affiliates	Radio originator and affiliates	Rights holders
Baltimore Orioles	4,000,000	3,500,000	WMAR-TV 6	WFBR 60+	WMAR-TV holds TV rights; WFBR holds radio rights; Home Team Sports holds pay cable rights.
Boston Red Sox	4,200,000	4,000,000	WSBK-TV 5	WPLM 75	WBSK-TV holds TV rights; WLPM holds radio rights; New England Sports Network holds pay cable rights.
Cleveland Indians	3,400,000	3,400,000	WUAB	WWWE 30	WUAB holds TV rights; WWWE radio rights; TEN TV holds pay cable rights.
Detroit Tigers	4,000,000	3,700,000	WDIV-TV 5	WJR 45	WDIV-TV holds TV rights; WJR holds radio rights; Pro Am Sports holds pay cable rights.
Milwaukee Brewers	2,200,000	2,700,000	WVTV 5	WTMJ 50	Brewers retain radio and cable rights; WVTV holds TV rights.
New York Yankees	14,000,000	11,700,000	WPIX-TV 10	WABC 60	WPIX-TV holds TV rights; Yankees retain radio rights and Sportschannel holds pay cable rights.
Toronto Blue Jays	6,500,000	5,000,000	CTV-TV 45	CJCL	Labatt Breweries of Canada holds TV rights; Telemedia Broadcast Systems holds radio rights; The Sports Network holds cable rights.

AMERICAN LEAGUE WEST

California Angels	4,200,000	4,000,000	KTLA 15 (Sp.)	KMPC 14 KPMC	Golden West Baseball, wholly-owned subsidiary of Angels, sells rights, KLVE currently held by KTLA and (co-owned with Angels); KLVE holds Spanish radio, and SelecTV holds pay TV rights.
Chicago White Sox	4,000,000	4,000,000	WFLD-TV 5	WMAQ 22	White Sox retain all broadcast and cable rights having partnership with originators involved, including WFLD-TV, WMAQ, SportsVision Cable and ON TV.
Kansas City Royals	2,400,000	1,800,000	WDAF-TV 17	WIBW 113	WDAF-TV holds TV rights; Stauffer Communications (WIBW) hold radio rights.
Minnesota Twins	2,000,000	1,500,000	KMSP-TV 3	WCCO 40	KMSP is TV rights holder; WCCO holds radio rights; Spectrum Sports holds cable rights.
Oakland A's	2,500,000	2,000,000	KPIX 6 KBRG(FM)	KSFO 14	KPIX holds TV rights; KSFO holds English radio rights and KBRG(FM) holds Spanish radio rights.
Seattle Mariners	1,600,000	1,200,000	KSTW 4	KIRO 22	KSTW holds TV rights; KIRO holds radio rights.
Texas Rangers	6,000,000	5,500,000	KTUT 12	WBAP 10	KTUT hold TV rights; WBAP holds radio rights; Home Sports Entertainment holds pay cable rights.

NATIONAL LEAGUE EAST

Chicago Cubs	3,600,000	3,600,000	WGN-TV 15	WGN 46	WGN-TV holds TV rights; WGN holds radio rights.
Montreal Expos	7,500,000	7,500,000	CBC-TV 43 12	CFCF 35 CKAC 42	Carling-O'Keefe holds TV rights; CFCF holds English radio rights and Telemedia Communications (CKAC) holds French radio rights.
New York Mets	12,100,000	10,900,000	WOR-TV	WHN 17	Mets have partnership arrangements with broadcast originators. Sports-channel holds pay cable rights.
Philadelphia Phillies	8,500,000	8,000,000	WTAF-TV 2	WCAU 26	WTAF-TV holds TV rights; WCAU holds radio rights; PRISM holds pay cable rights.
Pittsburgh Pirates	3,000,000	3,000,000	KDKA-TV 4	KDKA 39	Group W (KDKA-AM-TV) holds broadcast rights.
St. Louis Cardinals	3,100,000	2,600,000	KSDK 14+	KMOX 115	KSDK holds TV rights; KMOX holds radio rights.

NATIONAL LEAGUE WEST

Atlanta Braves	3,100,000	2,100,000	WTBS	WSB 100	WTBS is TV rights holder under agreement with commonly owned Braves. Team retains radio rights.
Cincinnati Reds	2,300,000	2,300,000	WLWT 11	WLW 86	WLWT holds TV rights; Reds retain radio and cable rights.
Houston Astros	3,200,000	3,100,000	KTXH 12	KTRH 30+	Astros retain TV rights and radio rights. Home Sports Entertainment holds pay cable rights.
Los Angeles Dodgers	4,000,000	3,500,000	KTTV 1 KTNQ (Sp.) 3	KABC 28	Dodgers retain broadcast rights selling through Dodgers Radio and Television Network. Dodgers and Metromedia Television hold pay TV rights jointly in pay-per-view and STV venture.
San Diego Padres	2,750,000	2,400,000	KCST	KFMB 6 XEXX 30	KCST holds TV rights; KFMB holds English radio rights; XEXX holds Spanish Spanish radio rights; Padres and San Diego Cable Sports Network jointly hold pay cable rights.
San Francisco Giants	2,750,000	2,400,000	KTVU 3	KNBR 7 KOFY	KTVU holds TV rights; KNBR holds English radio rights and KOFY holds Spanish radio rights.

AL total	**$61,000,000**	**$54,000,000**
NL total	**$55,900,000**	**$51,400,000**
Majors total	**$116,900,000**	**$105,400,000**

Not included in the table are network payments for nationally broadcast games that total about $161 million. ABC-TV—$80 million, NBC-TV—$75 million and CBS Radio—$6 million.

Continues from page 56.

Joe Nuxhall will continue as announcers. This year's sponsors include Anheuser-Busch, Manhattan Petroleum Co., Stihl chain saws and Kahn's meats.

Houston Astros

KTXH(TV) Houston will telecast 73 regular season and seven preseason games and feed coverage to a network of about 12 stations. Anheuser-Busch will be a principal sponsor but a spokesman for the club, which holds TV-radio rights to the games, said the other clients on both TV and radio could not be disclosed because contracts had not been signed. He pointed out that last year about 85% of the advertising schedule on television and radio had been sold and he expected that figure to be reached again this year. On radio, a new originating station, KTRH(AM) Houston, will provide coverage this season. It will present all 162 games and 25 exhibition contests over a network of 30 to 35 stations. Spanish-language broadcasts of Astro games will be on KYST(AM) Texas City. Anheuser-Busch also will be a main advertiser on radio. Pay cable coverage is being arranged by Home Sports Entertainment for 80 games. It will be available on 70 cable systems with 110,000 subscribers.

Los Angeles Dodgers

This season marks a number of firsts for the Dodgers. It is the beginning of the first year of separate new three-year rights agreements with KTTV(TV) Los Angeles and KABC(AM) Los Angeles, and the launch of a joint venture with Metromedia Television for pay-per-view and subscription television coverage. Dodgervision, as the new service is called, will offer 20 home games at a suggested retail cost of $6 per game and $85 for "season ticket" holders.

Operators must agree to carry all 20 games in order to receive Dodgervision, according to a team spokesman. Although no names and numbers were disclosed, he said clearances are expected in most cabled areas of southern California (north of San Diego), southern Nevada, Arizona and Hawaii. "It all looks very positive," he said.

KBSC-TV Corona, Calif., which carried 15 home Dodger games during each of the last seven seasons on its ON TV STV service will no longer broadcast the team, its contract having lapsed in 1984. A rival STV operator, SelecTV, recently purchased ON TV's local subscribership.

Metromedia's KTTV is airing 50 pre-season and regular season games, plus four half-hour specials in advance of the opener, beginning last Thursday (Feb. 28) and Friday (March 1) with prime time analysis of the Dodgers' 1984 performance and 1985 prospects. This season marks the 30th anniversary of the team's first world championship, and a reunion of 1955 team members was the focus of a special last Saturday (March 2), to be followed March 15 with *How I Spent My Winter Vacation*, a look at what current team members do during the off-season.

San Diego Padres

According to Padres radio and television director, Jerry Coleman, the team's pay-per-view venture—launched last year—is now called San Diego Cable Sports. Cox Cable is a partner with the Padres in the service, with Southwest Cable providing revenues as well. Profits are split 50-50 with Cox and according to various other formulas in outlying areas. Times Mirror and Daniels & Associates, two other large cable operators, are not included. Coleman estimated the San Diego Cable Sports channel earned "a little over" $1 million last year through the 40 Padres games it offered to pay-per-view subscribers last year, and are undertaking an aggressive marketing campaign in 1985 with the hope of boosting that revenue total to at least $2 million. Cox has addressable subscribers, 7,000 of whom paid $120 each to receive the complete Padres package. At the end of last season, about 4,000 pay-per-view subscribers were signing up for individual games, according to Cox estimates. Per-game prices will increase from $4.50 in 1984 to $5.50 this year. Forty home games will be available this year on pay-per-view, while road games only are broadcast on KCST-TV, which is in the third year of a four-year contract.

Sun Cable, in Yuma, Ariz., and American Cable Television, in Phoenix, pick up the over-the-air Padres broadcasts for cable distribution in their respective communities, as do smaller systems in Las Vegas, and Tucson and Prescott, both Arizona.

KFMB enters the last year of its three-year English-only radio contract (feeding about six stations), as does Spanish-language XEXX(AM) Tijuana, feeding about 30 outlets in Mexico and the U.S.

Play-by-play on the cable channel is by Ted Leitner and Bob Chandler, with Jerry Coleman hosting a 30-minute warm-up show. Dave Campbell and Coleman handle announcing chores on radio, with that duo moving to television for KCST games and the Leitner-Chandler team handling radio coverage. NBC affiliate KCST will air two pre-season and more than 40 road games. Pay-per-view games are all at home.

"We're doing better in our ad sales," Coleman reports. "We have a championship year behind us and we're starting earlier." He notes that—for the first time ever—ad sales picked up during the second half of the season last year on the strength of the Padres' improved performance. Major sponsors signed so far this year for San Diego Cable Sports include Stroh's Beer.

San Francisco Giants

San Francisco-Oakland's independent KTVU(TV) is in the second year of a five-year contract with the Giants, as is NBC-owned KNBR(AM) San Francisco. Spanish-language radio originates for the fourth consecutive year on KOFY(AM) San Mateo, Calif. KTVU will originate 31 regular season games, while KNBR will cover all pre-season and regular games. KOFY will air 60 games and is planning to feed several other Spanish-language stations, although none had been lined up as of last week.

Plans for a joint pay-per-view venture with Westinghouse fell by the wayside last year, but team spokesman Pat Gallagher told BROADCASTING, "since then we have not put anything together that satisfies us. We are going to try [a pay TV offering] again this year, but we don't have a deal at this time." Gallagher said a pay-per-view service offered through local cable systems may be available "toward the end of the season." It has not yet been determined whether the pay TV venture would be executed entirely by the Giants or through a joint venture agreement.

The announcing lineup remains Gary Park and Hank Greenwald on television, and Greenwald with David Glass on radio.

Country radio Nashville bound

Annual gathering to feature workshops, sessions, and exhibit hall, which doubles last year's square footage

The radio industry turns its attention to country music this week as over 750 radio and record industry executives assemble at the Opryland hotel in Nashville for the 16th annual Country Radio Seminar, March 7-9, sponsored by the Country Radio Broadcasters (CRB).

There will be 20 radio workshops to choose from, including two "early-bird" sessions on engineering and agribusiness, on Friday morning (March 8). What looks to be among this year's highlights is a presentation billed as "the first-ever research survey of the radio, record and trade industries" ("Riding Gain," Jan. 28). It will be presented by Rob Balon, president of Balon & Associates, Austin, Tex., at a Friday afternoon (March 8) session. Other workshop topics include radio news in the 1990's (subtitled "The Death of the Five-Minute Newscast"); maximizing sales; market promotion; hiring the right people, and life-style management.

And for the second consecutive year, there will be six sessions specifically geared to the record industry called MIPS (Music Industry Professional Seminars). They are coordinated by the Country Music Association (CMA) and are scheduled to begin on Thursday (March 7) afternoon at 2 p.m. The sessions are open to all attendees.

Addressing the registrants on Saturday (March 9) morning at 9 a.m. will be Radio Advertising Bureau President Bill Stakelin. Closing remarks later that day will be given by radio programing innovator Gordon McLendon.

The seminar's exhibit hall, according to exhibit director Dave Donahue, will encompass 12,000 square feet of space—double last year's space. As of late last week, 34 companies have signed up to present their wares. "We have more than an 80% return of exhibitors from last year," Donahue said. Hours for the exhibit hall, which was first established last year, are 2 p.m.-7 p.m. on Thursday and 1 p.m.-7 p.m. on both Friday and Saturday.

Conference agenda chairman is Beverlee Bleisch, program director, KJJY(FM) Des Moines, Iowa. This year's CRB President is Al Greenfield, president, KYSR(AM) El Paso, Tex. Elections for CRB's top officers (president, vice president, secretary and treasurer) by the 21-member board of directors are scheduled for Sunday morning. □

ABC, NBC tie in ratings photo finish

It was largely a draw in the prime time ratings for all three networks for the week ended Feb. 24. During the 22d week of the 1984-85 prime time season, ABC and NBC were tied with a 17 rating and 26 share of the national television audience, while CBS was only two-tenths of a rating point behind with a 16.8/26.

Two mini-series made it into the top 10 shows of the week—part III of ABC's *Hollywood Wives* and the first part of NBC's *Evergreen*. The third part of *Hollywood Wives* achieved a 25.2/39 and was the second-ranked program of the week, delivering to ABC its only Tuesday night victory of the season. Still, NBC managed a 19.3/30 based on a repeat of a special two-hour episode of *A Team* and *Riptide*.

Theatricals and made-for-TV movies, along with most midseason series replacements, were among the lower-rated programs of the week. In each case, the movies ranked third in their time period. A repeat of "Star Trek II" on ABC on Sunday averaged a 15.8/22 and ranked 38th out of 67 programs; CBS's Wednesday made-for-TV movie, "Murder With Mirrors," pulled a 15.2/23, ranking 41st; ABC's Thursday made-for-TV movie, "Deadly Messages," drew an 11.4/17, ranking 61st, and "Rocky," CBS's Tuesday movie, ranked 65th.

ABC won Monday, Tuesday, Wednesday and Saturday. CBS won Friday and Sunday. NBC took Thursday. NBC came in second on Monday, Tuesday, Wednesday, Saturday and Sunday.

Midseason replacements, with the exception of CBS's *Crazy Like a Fox*, were scattered among the bottom 20 shows of the week. NBC's *Sara* averaged a 14.6/21 on its fourth outing, flat compared to its performance the prior week, and ranked 49th. The fourth episode of NBC's *Code Name: Foxfire*, in the Friday 8-9 time period, dipped to a 12.3/20, its lowest performance to date, and ranked 57th.

ABC's *Streethawk* averaged a 12.1/19 (it plays opposite *Dallas*) and ranked 58th. CBS's *Otherworld* averaged a 10.1/17, ranking 64th. And NBC's *Berrenger's*, for the fourth time out of nine broadcasts, ranked last with an 8.9/16. As reported, both *Streethawk* and *Berrenger's* are leaving the networks' schedules effective March 8 and March 9, respectively.

ABC's *MacGruder and Loud*, a midseason replacement introduced Jan. 20, was pre-empted for *Hollywood Wives*.

NBC's *Sara*, which replaced *It's Your Move* beginning Jan. 23, has improved the household ratings of that time period by 14%. Over four broadcasts to date, *Sara* has averaged a 15.4/23, compared to a 13.6/21 for 13 episodes of *It's Your Move*.

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	25.8/41
2.	Hollywood Wives, part 3	ABC	25.2/39
3.	The Cosby Show	NBC	25.1/36
4.	Dynasty	ABC	24.6/36
5.	Family Ties	NBC	24.3/36
6.	60 Minutes	CBS	23.8/36
7.	Who's the Boss	ABC	23.0/34
8.	Simon & Simon	CBS	22.4/33
9.	Cheers	NBC	22.3/33
10.	Evergreen, part 1	NBC	22.3/33
11.	Murder, She Wrote	CBS	21.7/30
12.	A Team	NBC	21.5/32
13.	Hollywood Wives, part 2	ABC	21.1/32
14.	Bob Hope Special	NBC	20.3/28
15.	Falcon Crest	CBS	20.2/34
16.	Trapper John, M.D.	CBS	20.1/32
17.	Crazy Like a Fox	CBS	19.4/27
18.	Hotel	ABC	19.3/32
19.	Disney Special	NBC	19.3/28
20.	Magnum, P.I.	CBS	18.9/27
21.	Knots Landing	CBS	18.8/33
22.	Three's A Crowd	ABC	18.6/28
23.	Night Court	NBC	18.6/28
24.	Highway to Heaven	NBC	17.9/27
25.	Newhart	CBS	17.9/26
26.	Webster	ABC	17.6/29
27.	Facts of Life	NBC	17.4/26
28.	Kate & Allie	CBS	17.3/24
29.	Benson	ABC	16.8/28
30.	Cagney & Lacey	CBS	16.5/26
31.	Love Boat	ABC	16.4/27
32.	Fall Guy	ABC	16.4/26
33.	Hardcastle & McCormick	ABC	16.4/23
34.	Scarecrow & Mrs. King	CBS	16.3/23
35.	Bugs Bunny Special	CBS	16.2/27
36.	Hill Street Blues	NBC	16.0/26
37.	Miami Vice	NBC	15.8/27
38.	Star Trek II	ABC	15.8/22
39.	Double Trouble	NBC	15.6/25
40.	20/20	ABC	15.5/27
41.	Murder With Mirrors	CBS	15.2/23
42.	Diffrent Strokes	NBC	15.1/30
43.	T.J. Hooker	ABC	15.1/25
44.	Gimme a Break	NBC	15.1/24
45.	Finder of Lost Loves	ABC	15.0/26
46.	St. Elsewhere	NBC	14.9/24
47.	Riptide	NBC	14.9/24
48.	Charles in Charge	CBS	14.9/23
49.	Sara	NBC	14.6/21
50.	Airwolf	CBS	14.2/23
51.	E/R	CBS	14.1/21
52.	It's Your Move	NBC	13.5/22
53.	Cover-Up	CBS	13.2/23
54.	Punky Brewster	NBC	12.9/19
55.	TV Bloopers & Prac. Jokes	NBC	12.8/21
56.	Matt Houston	ABC	12.3/21
57.	Code Name: Foxfire	NBC	12.3/20
58.	Street Hawk	ABC	12.1/19
59.	V	NBC	11.6/19
60.	Ripley's Believe It Or Not	ABC	11.4/17
61.	Deadly Messages	ABC	11.4/17
62.	Foulups, Bleeps & Blunders	ABC	10.7/17
63.	Silver Spoons	NBC	10.5/16
64.	Otherworld	CBS	10.1/17
65.	Rocky	CBS	9.9/15
66.	Jeffersons	CBS	9.9/16
67.	Berrenger's	NBC	8.9/16

*Indicates premiere episode

■ Charleston, S.C.—Charleston Communications Inc. seeks ch. 36; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 900 ft.; ant. height above ground: 900 ft. Address: 1729 Heritage Park Rd., 29407. Principal is owned by Irma B. Gilchrist (15% gen part.), A. Wray Fitch, Carlton Byrd, Ronald Ninowski and Mark Rodriguez (all 10% limited partners) and 45% other limited partners. Without Gilchrist, it is also app. for new TV in Bellevue, Wash. (see below). Fitch has interest in app. for new FM's in San Diego and Bonita Springs, Fla., and with Byrd is app. for new TV in Charleston, S.C. and is one of applicants challenging RKO's FM renewal in Washington. Ninowski is broker with Washington media brokerage firm of Gammon & Ninowski. Rodriguez is app. for new FM in Albuquerque, N.M. His father, Marcos Rodriguez, owns KESS(FM) Fort Worth and KLAT(FM) Houston and is app. for new AM's in Carrolton, and Universal City, both Texas. Filed Feb. 15.

■ Charleston, S.C.—Caro Broadcasting Ltd. seeks ch. 36; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 2,000 ft.; ant. height above ground: 1,996 ft. Address: 308-A South Elm St., Greensboro, N.C. 27401. Principal is owned by Lee D. Andrews (40%), Elise Davis-McFarland (20%) and David H. Wagner (40%). They have no other broadcast interests. Filed Feb. 15.

■ Bellevue, Wash.—Bellevue Telecasters Ltd. seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,901 ft.; ant. height above ground: 571 ft. Address: 5002 159th Court, N.E., Redmond, Wash. 98052. Principal is owned by Marty Johnson (15% gen part.), A. Wray Fitch, Carlton Byrd, Ronald Ninowski, and Mark Rodriguez (all 10% limited partners) and 45% limited partnership oto be determined. Without Johnson, it is also app. for new TV in Charleston, S.C. (see above). Fitch has interest in app. for new FM's in San Diego and Bonita Springs, Fla., and with Byrd is app. for new TV in Charleston, S.C., and is one of applicants challenging RKO's FM renewal in Washington. Ninowski is broker with Washington media brokerage firm of Gammon & Ninowski. Rodriguez is app. for new FM in Albuquerque, N.M. His father, Marcos Rodriguez, owns KESS(FM) Fort Worth and KLAT(FM) Houston and is app. for new AM's in Carrolton, and Universal City, both Texas. Filed Feb. 15.

■ Bellevue, Wash.—Bellevue Broadcasting Co. Ltd. seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,635 ft.; ant. height above ground: 272 ft. Address: 10900 North East Eighth, Suite 900, 98004. Principal is owned by Darlene C. McHenry (20% gen. partner) and limited partners: Marie G. O'Neill (30%); her son, Jerry (30%); Wayne D. Tanaka (10%), and Dennis D. Sutter (10%). Jerry O'Neill has interest in KUTF(TV) Salem, Ore. Filed Feb. 15.

■ Bellevue, Wash.—Ranier Broadcasting Co. seeks ch. 51; ERP vis. 1,440 kw; aur. 144 kw; HAAT: 1,867 ft.; ant. height above ground: 540 ft. Address: 1640 Fifth St., Suite 203, Santa Monica, Calif. 90401. Principal is equally owned by Lawrence Rogow and Lezlie Lee. Rogow also has interest in firm that owns KREQ(TV) [CP] Arcata, Calif. Rogow also has interest in over 100 LPTV applications. He also has app.s for three new TV's and three new FM's. Lee is operations director at KPFK-FM Los Angeles. Filed Feb. 15.

■ Bellevue, Wash.—J&J Partners seeks ch. 51; ERP vis. 1,000 kw; aur. 200 kw; HAAT: 1,610 ft.; ant. height above ground: 374.5 ft. Address: 9063 Soquel Dr., Aptos, Calif. 95003. Principal is equally owned by John D. Schuyler, and his wife, Janie. Schuyler is also principal in International Broadcast Consultants, which is app. for new FM in Camden, Me.; new AM in Gardnerville, Nev.; six new TV's, and 25 LPTV's (see above). Filed Feb. 15.

■ Bellevue, Wash.—Flomston Communications seeks ch. 51; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 1,635 ft.; ant. height above ground: 400 ft. Address: 3948 Merganser, Syracuse, N.Y. 13201. Principal is owned by Bessie Noble (51%) and James R. Young (49%). It has no other broadcast interests. Filed Feb. 15.

Facilities Changes

Applications

AM's

Tendered

■ WGTO (540 khz) Cypress Gardens, Fla.—Seeks CP to increase night power to 5 kw. App. Feb. 21.

■ KIXI (880 khz) Seattle—Seeks CP to increase night power to 10 kw. App. Feb. 21.

Accepted

■ WASG (1140 khz) Atmore, Ala.—Seeks MP to increase power during critical hours. App. Feb. 21.

■ WBOW (1230 khz) Terre Haute, Ind.—Seeks MP to make changes in ant. sys. App. Feb. 25.

■ WXKS (1430 khz) Medford, Mass.—Seeks MP to make changes in ant. sys. App. Feb. 25.

■ WJTN (1240 khz) Jamestown, N.Y.—Seeks MP to increase night power to 1 kw. App. Feb. 22.

■ KELI (1430 khz) Tulsa, Okla.—Seeks CP to increase signal in pattern nulls. App. Feb. 20.

■ KBND (1110 khz) Bend, Ore.—Seeks MP to change daytime TL and delete nighttime power increase. App. Feb. 20.

■ KCKX (1460 khz) Stayton, Ore.—Seeks MP to change TL. App. Feb. 21.

■ KVOZ (890 khz) Del Mar Hills, Tex.—Seeks MP to change TL. App. Feb. 21.

■ WMBG (740 khz) Williamsburg, Va.—Seeks CP to make changes in ant. sys. App. Feb. 22.

FM's

Accepted

■ WELE-FM (105.9 mhz) Deland, Fla.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 1,607.2 ft. App. Feb. 19.

■ *WMVV (90.7 mhz) McDonough, Ga.—Seeks CP to change TL and change ERP to 3 kw. App. Feb. 19.

■ WMJB (96.7 mhz) Wrens, Ga.—Seeks CP to change HAAT to 157 ft. and make changes in ant. sys. App. Feb. 21.

■ KDSX (98.3 mhz) Cubbuck, Idaho—Seeks mod. of CP to change TL; change ERP to 3 kw, and change HAAT to minus 10 ft. App. Feb. 21.

■ WYXX (96.1 mhz) Holland, Mich.—Seeks mod. of CP to make changes in ant. sys. App. Feb. 19.

■ KEZS-FM (102.9 mhz) Cape Girardeau, Mo.—Seeks CP to change ERP to 100 kw and change HAAT to 678.96 ft. App. Feb. 19.

■ KHBN (92.7 mhz) Socorro, N.M.—Seeks mod. of CP to change TL; change ERP to .06 kw, and change HAAT to 1,910 ft. App. Feb. 21.

■ KRNO (106.9 mhz) Reno—Seeks CP to change TL and change HAAT to 2,956 ft. App. Feb. 21.

■ WCOM-FM (101.7 mhz) Urbana, Ohio—Seeks CP to change HAAT to 309.304 ft. App. Feb. 21.

Summary of broadcasting as of January 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,772	170	4,942
Commercial FM	3,743	418	4,161
Educational FM	1,176	173	1,351
Total Radio	9,693	761	10,454
FM translators	789	444	1,233
Commercial VHF TV	539	28	585
Commercial UHF TV	364	252	616
Educational VHF TV	115	2	117
Educational UHF TV	180	31	211
Total TV	1,198	311	1,509
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
VHF translators	2,989	166	3,055
UHF translators	1,921	295	2,216
ITFS	220	114	384
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	206	7,636
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes all-air licenses.

■ WIBF-FM (103.9 mhz) Jenkintown, Pa.—Seeks CP to change ERP to 340 kw and change HAAT to 1,000 ft. App. Feb. 21.

■ WMGZ-FM (95.9 mhz) Sharpsville, Pa.—Seeks CP to change ERP to 3 kw and change HAAT to 328 ft. App. Feb. 19.

■ WZLD (96.7 mhz) Cayce, S.C.—Seeks CP to change ERP to 1.91 kw. App. Feb. 19.

■ WVTN (105.5 mhz) Portland, Tenn.—Seeks CP to change TL; change ERP to .31 kw and change HAAT to 495 ft. App. Feb. 19.

■ KITE-FM (105.5 mhz) Portland, Tex.—Seeks CP to change TL; change ERP to 2.5 kw, and change HAAT to 358 ft. App. Feb. 19.

■ KVMV (96.9 mhz) McAllen, Tex.—Seeks CP to change TL and change HAAT to 1,208 ft. App. Feb. 19.

■ KPLX (95.5 mhz) Fort Worth—Seeks mod. of lic. to install new transmission sys. App. Feb. 20.

■ WQKS (96.5 mhz) Williamsburg, Va.—Seeks CP to change HAAT to 444 ft. App. Feb. 21.

TV's

Accepted

■ WHCT-TV (ch. 18) Hartford, Conn.—Seeks CP to change ERP to vis. 3,258 kw and change HAAT to 1,115.1 ft. App. Feb. 25.

■ *WCAE (ch. 50) Gary, Ind.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,623 ft., and change TL. App. Feb. 21.

■ WAVE-TV (ch. 3) Louisville, Ky.—Seeks CP to change HAAT to 1,820 ft. and change TL. App. Feb. 19.

■ WULT-TV (ch. 20) New Orleans—Seeks MP to change ERP to vis. 2,275 kw, aur. 227.51 kw; change ant., and change TL.

■ KREN-TV (ch. 27) Reno—Seeks MP to change ERP to vis. 1,840 kw, aur. 184 kw and make changes in ant. sys. App. Feb. 21.

■ *WUNG (ch. 58) Concord, N.C.—Seeks MP to change ERP to vis. 1,240 kw, aur. 124 kw; change HAAT to 1,290 ft., and make changes in ant. sys. App. Feb. 25.

Actions

AM's

■ KGEM (1140 khz) Boise, Idaho—Granted app. to increase day power to 50 kw; change TL, and make changes in ant. sys. Action Feb. 13.

■ WHTC (1450 khz) Holland, Mich.—Granted app. to make changes in ant. sys. Action Feb. 12.

■ WERA (1590 khz) Plainfield, N.J.—Granted app. to make changes in ant. sys. Action Feb. 12.

■ WHLO (640 khz) Akron, Ohio—Granted app. to add night service with 500 w and make changes in ant. sys. Action Feb. 13.

FM's

■ KNVR (96.7 mhz) Paradise-Chico, Calif.—Granted app. to change TL; change ERP to 3 kw; change HAAT to 328 ft., and make changes in ant. sys. Action Feb. 11.

■ KFMB-FM (100.7 mhz) San Diego—Granted app. to install aux. sys. Action Feb. 11.

■ WLYQ (95.9 mhz) Norwalk, Ga.—Granted app. to install aux. sys.; change ERP to 1.29 kw, and change HAAT to 215 ft. Action Feb. 11.

■ *WLPE (91.7 mhz) Augusta, Ga.—Dismissed app. to change ERP to 4 kw; change HAAT to 600 ft., and make changes in ant. sys. Action Feb. 6.

■ WCBK-FM (102.3 mhz) Martinsville, Ind.—Granted app. to Returned app. to 3 kw. Action Feb. 11.

■ WLJE (105.5 mhz) Valparaiso, Ind.—Granted app. to change ERP to 1 kw. Action Feb. 14.

■ KTFC (103.3 mhz) Sioux City, Iowa—Dismissed app. to change ERP to 100 kw and change HAAT to 280 ft. Action Feb. 6.

■ *KWIT (90.3 mhz) Sioux City, Iowa—Dismissed app. to make changes in ant. sys. Action Feb. 6.

■ KNXR (97.5 mhz) Rochester, Minn.—Granted app. to change ERP to 100 kw and make changes in ant. sys. Action Feb 13.

■ *KLJC (88.9 mhz) Kansas City, Mo.—Returned app. to change ERP to 100 kw; change HAAT to 372 ft., and make changes in ant. sys. Action Feb. 6.

■ WKNZ (101.7 mhz) Collins, Miss.—Dismissed app. to